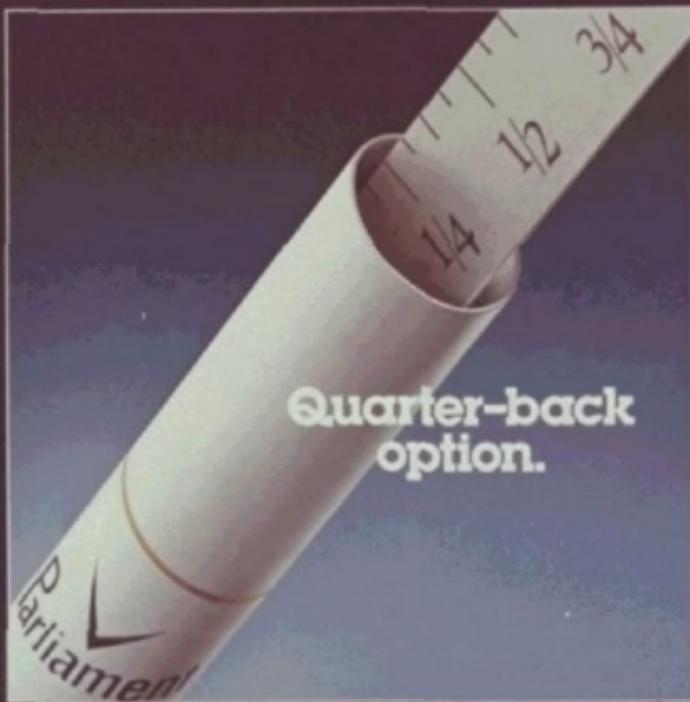


LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 1063—"QUARTER-BACK OPTION"—Req. No. 65430—Page—(5 1/4 x 9 1/4 inches)—4/C Bleed—Theater Books, 1980 (A)

Printed in U.S.A.



## Quarter-back option.

Our filter offers you an option flush filters don't.  
It's tucked back a quarter-inch to keep your lips from touching  
the tar that builds up on the tip.  
So Parliament Lights are always tastefully light.  
And never guilty of unnecessary roughness.



Only Parliament Lights has  
the famous recessed filter.

Available in  
Soft Pack, Box  
and 100's.

Soft Pack: 8 mg "tar"\*, 0.7 mg nicotine—Box: 16 mg "tar"\*,  
0.7 mg nicotine—100's: 12 mg "tar"\*,  
0.8 mg nicotine av. per cigarette, FTC Report Dec. '79.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

2061193192